Advertising a huge & everchanging inventory while meeting ROAS goal

GETPRICE™

ADCORE

Creating via Adcore's Technologies a wide variety of fully automated search campaigns and updating dynamically with the constant changes to the website's inventory and pricing without compromising on the client's ROAS goal.

"We have used Adcore Elite for our PPC activity for years and they have always done a fantastic job. They stay on top of everything and work hard to ensure our goals are met. I couldn't recommend them more highly!."

Charles Gerard, Senior Ecommerce Manager, GetPrice

BROWSE OUR CATEGORIES

Electronics	Home & Garden	Computers
Health & Beauty	Clothing & Fashion	Sports & Travel
Kids & Toys	Books & DVD	Cars & Accessories
Gifts & Wine	Office Supplies	Deals

SOLUTION

By combining Adcore's feed editing and dynamic campaign creation technologies we created an ever-adapting digital advertising environment, immune to fluctuations in the website's products variety, inventories and prices.
This strategy led to high visibility to the right audience and to a very large increase in conversion volume while transforming GetPrice's online activity from non-profitable to ROI positive.

+334%
CONVERSION VOLUME

Creating fully automated search campaigns updating dynamically with inventory & pricing changes, provided for an accurate depiction of the website's best offers and boosted conversion volume.

+96%
ROAS
Return on Ads Spend

The huge increase in conversion volume allowed to leverage automated bid strategies to quickly increase ROAS and profitability for a previously non-profitable PPC activity.

COMMUNICATION

Instantly increasing conversion volume and traffic to the website required effective ongoing communication and transparency, to meet business goals and sufficient profitability levels.

ADAPTABILITY

Significantly increasing website traffic of thousands of products with varying margins involved many result-driven decisions & required us to be constantly ready to adjust to meet the client's goals.

TECH USED

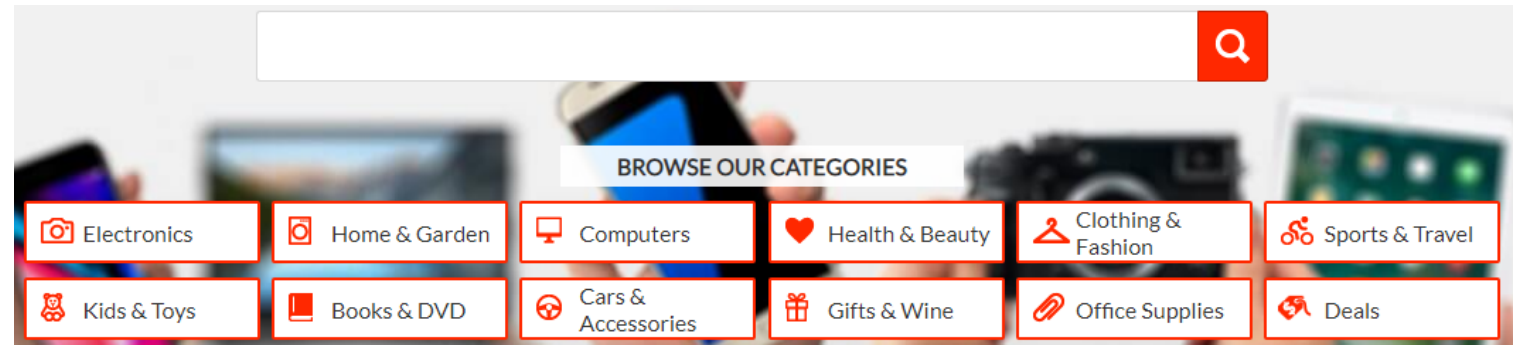| FE	VI
FEEDITOR	**VIEWS**

GETPRICE ™

Adcore Customer Story

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CHALLENGE

GetPrice, one of the top online price comparison companies in Australia was aiming to expand its paid online activity and presence, but was very limited due to the everchanging products, inventory and prices of the thousands of products presented on the website.

MAIN ACTIONS

- Created multiple automated campaigns using Adcore's in-house proprietary technology to quickly increase relevant traffic and conversion volume significantly.

- Leveraged the huge increase in conversion volume to better utilize automated bid strategies and quickly increase ROAS and profitability.

SOLUTION

By Utilizing Adcore's technologies' feed editing and dynamic updating capabilities we created multiple fully automated search campaigns, effectively mapping the entire website's array of thousands of products. Each campaign promoted only relevant products and included ads promoting the lowest offered price for each product at any given time. In a very short time frame relevant paid traffic and conversion volume grew exponentially and transformed GetPrice's online activity from non-profitable to ROI positive and on goal with outstanding results.

Impressions & Clicks	+130%
Conversions	+334%
Conversion Value	+376%
ROAS	+96%

■ Before Adcore ■ After Adcore